

Me-CongressTrack™ Social Media Impact of the 66th ASH Annual Meeting & Exposition 2024

Date of the event: December 07-17, 2024 – In-person + virtual

APLUSA February 2025



Objectives



The 66th ASH annual meeting and exposition took place on December 07-10, 2024, in San Diego, California. The schedule at a glance is available [here](#). This year's event was primarily an in-person event with virtual broadcasts available. As usual, APLUSA exhibited in person with a physical booth. With this social media analysis, we will be assessing the impact of the conference online:

○ From the view of HCPs:

- Conditions most discussed during the listening period
- Posts that generated the most engagement
- Key trials mentioned
- A deep dive into the major developments presented during the conference
- Who were the prevalent digital opinion leaders during the conference



e-CongressTrack™

Focus on HCPs

● SCOPE



The scope of the analysis is focused on mentions coming **worldwide**.*



There were a total of **10K** mentions from HCPs recorded during the listening period from **November 30th, 2024**, to **December 17th, 2024** (one week before and one week after the conference).



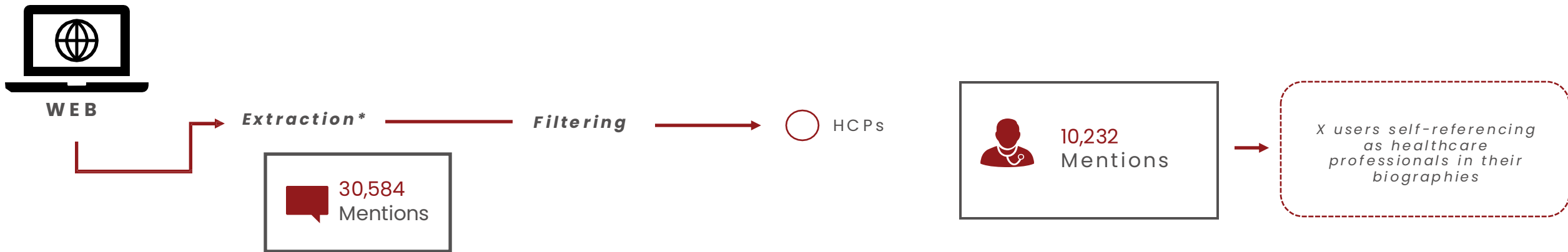
All mentions came from **X**.



A total of **1,2K** unique authors were identified.

*#ash24 OR #ash2024 OR #ASHTrainee OR
#ASHkudos OR #ASHRunWalk OR #ASHaiku

● Methodology



**#ash24 OR #ash2024 OR #ASHTrainee OR
#ASHkudos OR #ASHRunWalk OR #ASHaiku



Listening period: November 30th, 2024, to December 17th, 2024

● CONTENT

01.

Social media performance:
HCPs

- Volume of conversation
- Top posts
- Top hashtags

02.

Disease landscape

- SOV disease
- SOV clinical trial

03.

Key topic focus

- Focus on multiple myeloma
- Key clinical trials
- Focus on the AQUILA trial

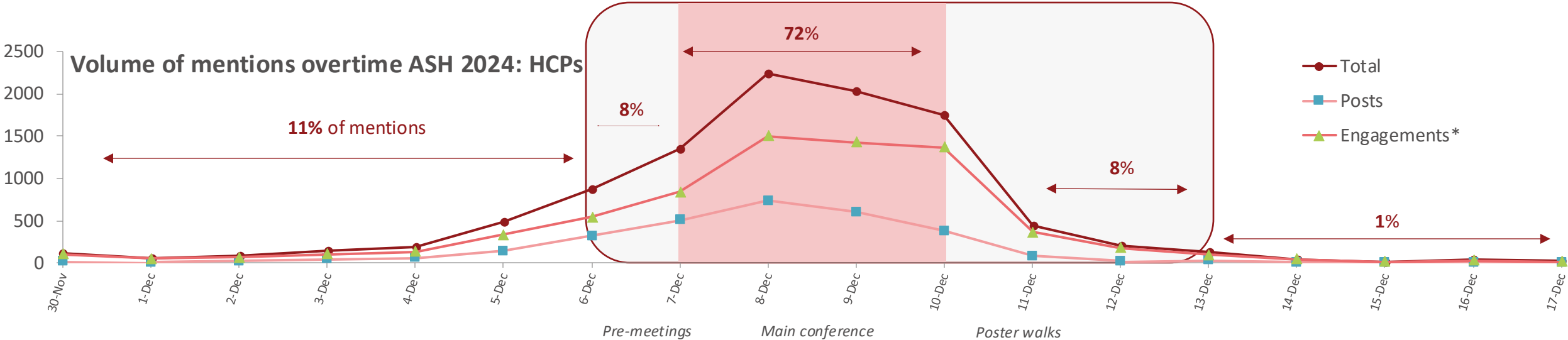
04.

Influencer identification

- Audience overview
- Top 5 digital opinion leaders

Volume of conversations

The peak of conversations happened during the conference representing 72% of mentions recorded during the listening period.



ASH conf. Dec. 2022

Total mentions

18,719*

ASH conf. Dec. 2023

Total mentions

10,045

ASH conf. Dec. 2024

Total mentions

10,232

+ 1,86%



HCPs universe N= 10,232 mentions
Listening period: November 30th, 2024, to December 17th, 2024

*Note that the listening period was longer in 2022

Top posts per engagement



Most liked and replied to

Respected key opinion leader Dr. **Vincent Rajkumar** shared the main findings of the noted **AQUILA** trial for which he is reportedly the lead investigator.




Most retweeted

Dr Rajkumar also shared his annual myeloma treatment algorithm addressing different stages of the cancer.

Most engagement

Most liked, retweeted and replied to (Ctrl + right click to access posts)

**Vincent Rajkumar**
@VincentRK

Just out: Paradigm changing AQUILA randomized trial in high risk smoldering myeloma #ASH24 @thanosdimop @NEJM


Daratumumab significantly prolongs time to active myeloma and overall survival. Proud to be a lead investigator of this trial nejm.org/doi/full/10.10...

Slides in thread

ORIGINAL ARTICLE

Daratumumab or Active Monitoring for High-Risk Smoldering Multiple Myeloma

M.A. Dimopoulos, P.M. Voorhees, F. Schjesvold, Y.C. Cohen, V. Hungria, I. Sandhu, J. Lindsay, R.I. Baker, K. Suzuki, H. Kosugi, M.-D. Levin, M. Beksac, K. Stockerl-Goldstein, A. Oriol, G. Mikala, G. Garate, K. Theunissen, I. Spicka, A.K. Mylin, S. Bringhen, K. Uttervall, B. Pula, E. Medvedova, A.J. Cowan, P. Moreau, M.-V. Mateos, H. Goldschmidt, T. Ahmadi, L. Sha, A. Cortoos, E.G. Katz, E. Rousseau, L. Li, R.M. Dennis, R. Carson, and S.V. Rajkumar, for the AQUILA Investigators*

**Vincent Rajkumar**
@VincentRK

My Annual Updated Myeloma Treatment Algorithms thread. Bookmark! #ASH24 #ASH24VR

1. Newly diagnosed transplant ineligible. Quadruplet unless frail. Maintenance varies by risk stratification.

MAYO CLINIC

Newly Diagnosed Myeloma: Transplant Ineligible

Standard Risk	High Risk
<div>Dara-VRd or Isa-VRd ~9 cycles</div> <div>Lenalidomide Maintenance</div>	<div>Dara-VRd or Isa-VRd ~9 cycles</div> <div>Bortezomib plus Lenalidomide maintenance</div>
<div>Frail: DRd</div> <div>Continue DRd or Lenalidomide Maintenance</div>	<div>Frail: DRd or VRd-lite</div> <div>Maintenance with either DRd or VR</div>

Rajkumar SV © 2024

Top hashtags

The top hashtag was
#mmsm

(multiple myeloma social media) demonstrating that development around multiple myeloma benefited from the most exposure.

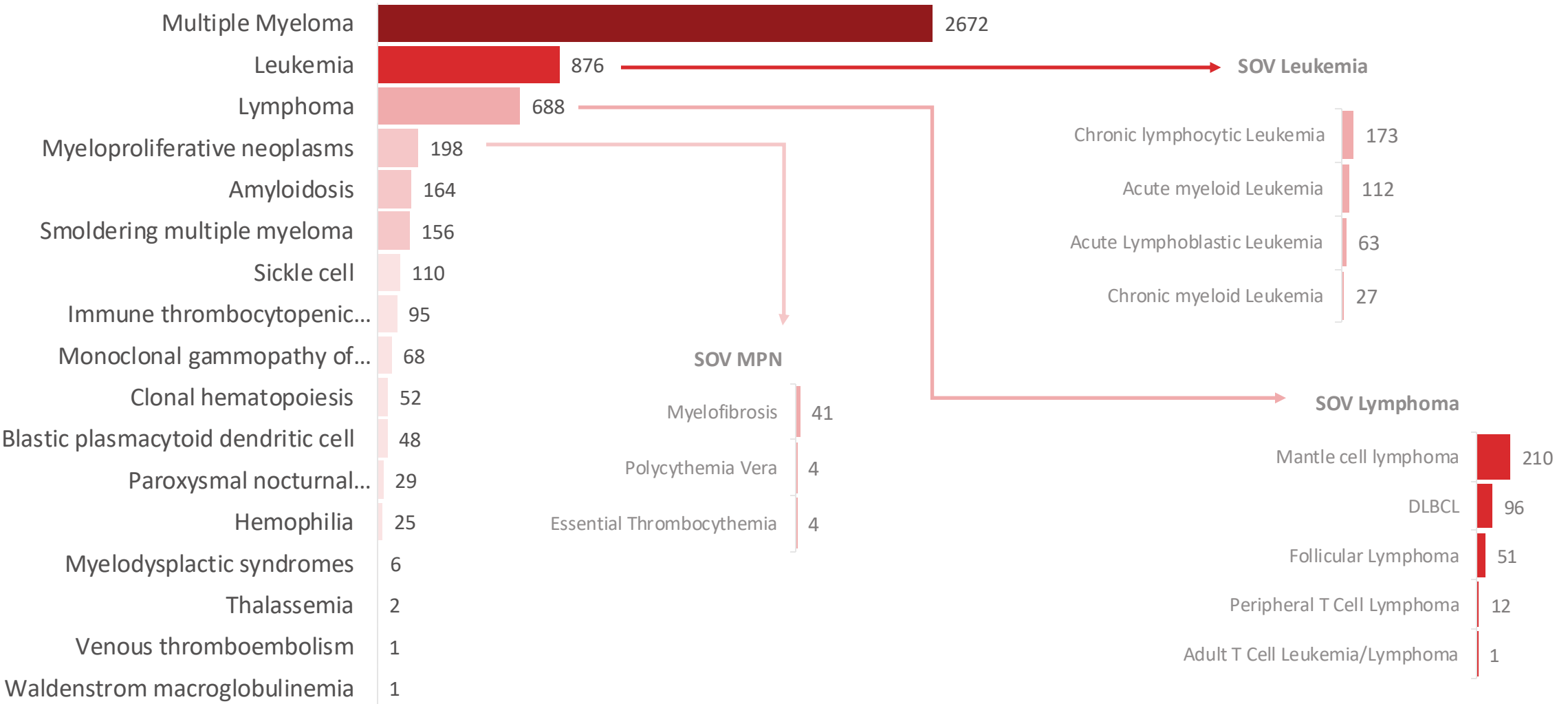
The official hashtag #ash24 was unsurprisingly the most used one. Of note the use of the hashtag #imfash2024 (International Myeloma Foundation ASH 2024) tying to an uptick in exposure multiple myeloma enjoyed this year.

ASH 2024	
Top # disease	
#mmsm	1,877
#lymsm	448
#myeloma	387
#hematology	253
#leusm	229
#lymphoma	160

Top # ASH	
#ash24	9,469
#ash2024	596
#imfash24	396
#ashkudos	243
#medtwitter	155
#endcancer	129

Share of Voice (SOV) of medical conditions most discussed (# of mentions): multiple myeloma, mantle cell lymphoma, and chronic lymphocytic leukemia dominated online discussions.

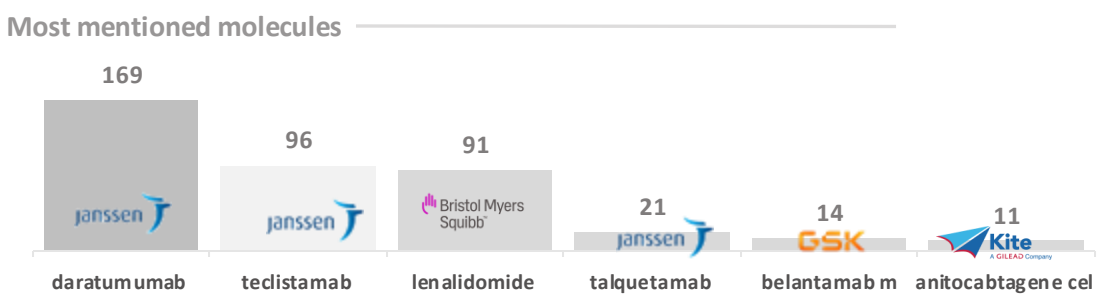
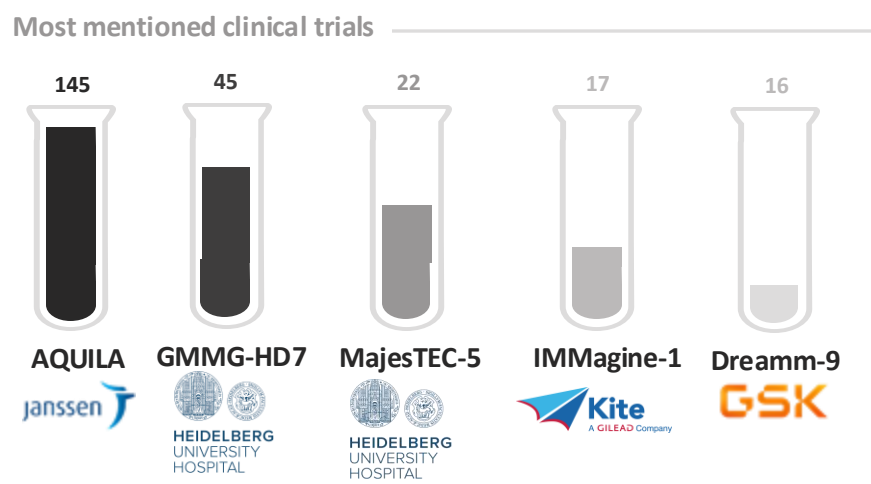
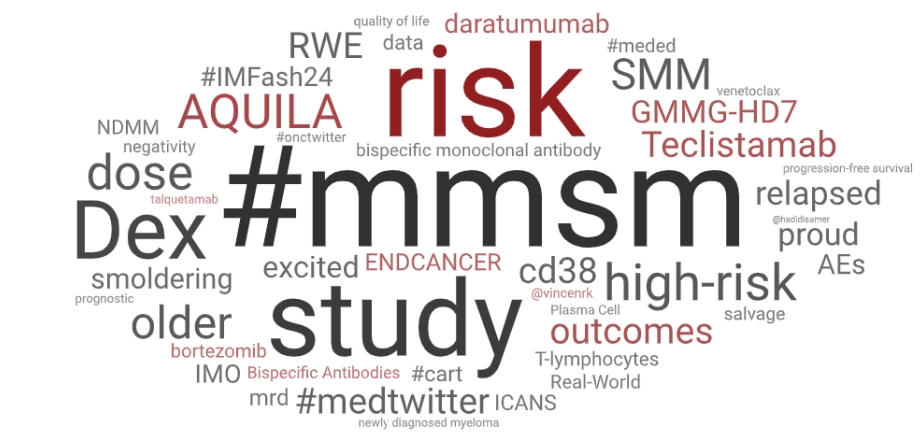
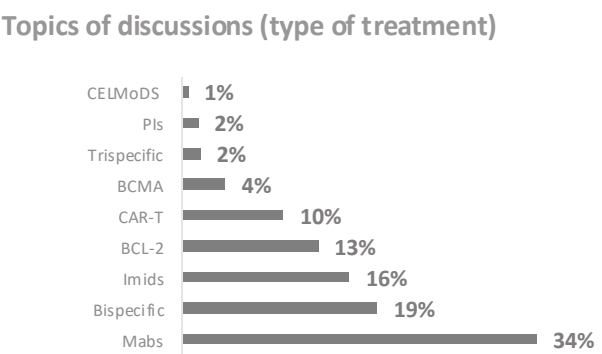
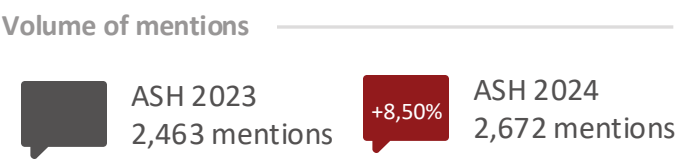
SOV conditions




Focus on **multiple myeloma**: daratumumab opens up new **possibilities** for high-risk smouldering multiple myeloma patients.

The **AQUILA** study was by far the most discussed clinical trial pertaining to multiple myeloma.

The portion of the study presented at ASH were focused on smouldering multiple myeloma and evaluated whether daratumumab provided superior outcomes than the current standard of care.




Top posts from HCPs per engagement


 **Vincent Rajkumar**
@VincentRK

Just out: Paradigm changing AQUILA randomized trial in high risk smoldering myeloma #ASH24
[@thanosdimop @NEJM](#)

Daratumumab significantly prolongs time to active myeloma and overall survival. Proud to be a lead investigator of this trial
nejm.org/doi/full/10.10...


Slides in thread

 **Vincent Rajkumar**
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 ...

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1. Newly diagnosed transplant ineligible, Quadruplet unless frail.
Maintenance varies by risk stratification.

 MAYO CLINIC


Newly Diagnosed Myeloma: Transplant Ineligible	
Standard Risk	High Risk
<div>Does t(14;16) or t(4;16) >1 copies</div> <div>Frail: DM</div> <div>Lenalidomide Maintenance</div>	<div>Does t(14;16) or t(4;16) >1 copies</div> <div>Frail: DM or VMD-like</div> <div>Roundabout plus Lenalidomide maintenance</div>
<div>Continuous DM or Lenalidomide Maintenance</div>	<div>Maintenance with either DM or VMD</div>

Rajkumar RV @ 2024



Samer Al Hadidi, MD, MS, FACP 

@HadidiSamer

 ...

#ASH24 #mmsm @ASH_hematology

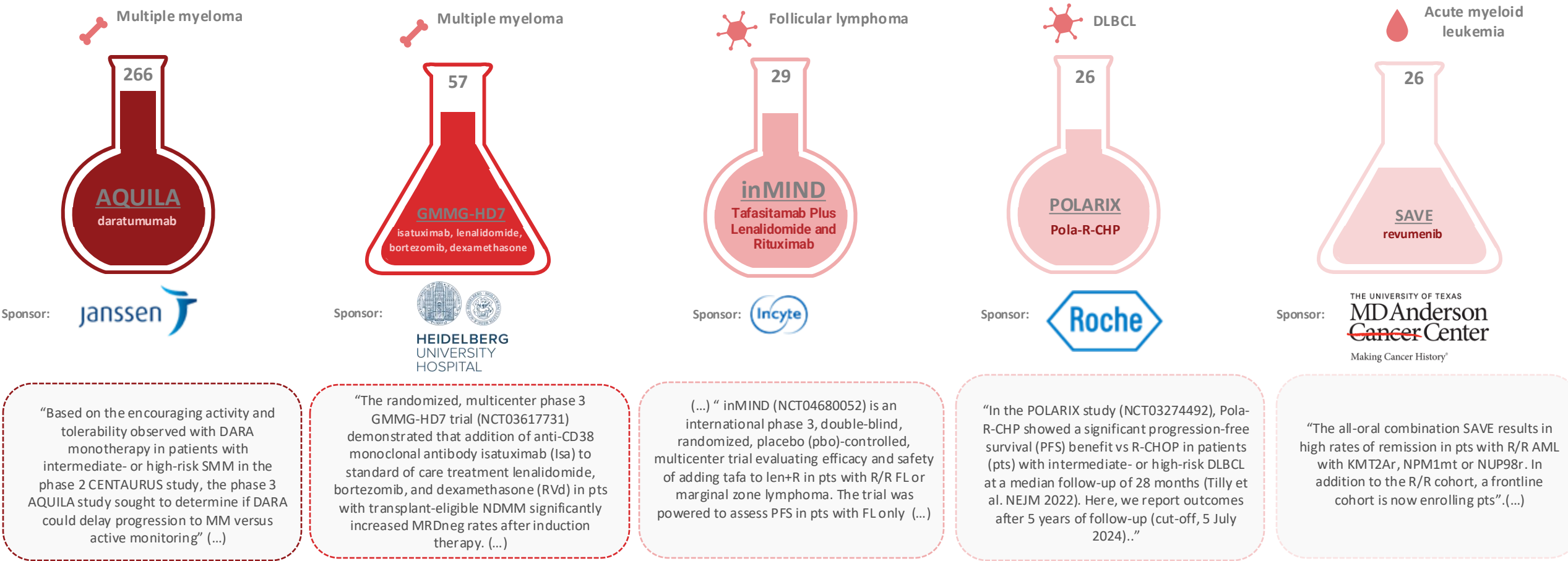
Nice algorithm for therapeutic anticoagulation for cancer associated VTE

Therapeutic Anticoagulation for Cancer associated VTE

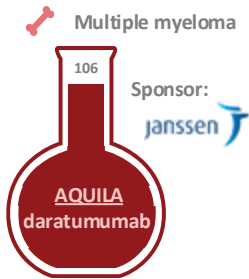
General considerations in individualized decision making include VTE recurrence risk, bleeding risk, patient prognosis and patient preferences.

SOV of clinical trials most discussed (# of mentions)

Tip : click on the trial names to look at their full paper in ASH program



Focus on the **AQUILA** clinical trial: the most mentioned clinical trial during ASH 2024 , the AQUILA clinical trial showed prolonged time to myeloma activation as well as increased overall survival for high risk smouldering multiple myeloma patients.



Results from **AQUILA** showed a reduced progression to multiple myeloma or death by 51%. Overall survival was also shown to be improved by 5 years when compared to the standard of care.

The AQUILA trial generated a lot of reaction online ranging from **enthusiastic** responses over the results presented to questions about possible **drawbacks and limitations**. Amongst those:

- An expectation that this will lead to the **approval** of daratumumab for those high risk SMM patient.
- A potentially notable shift in the treatment of this type of SMM patients that could also lead **to less invasive** treatment down the line.
- While this is seen as being beneficial for a subset, concern that this should not be extended to other type of SMM patients especially considering **costs issues**.
- Some questioning about the design trial. Especially when it comes to the **definition of** what constitutes **high-risk SMM**, the definition of which evolved after the start of the trial.

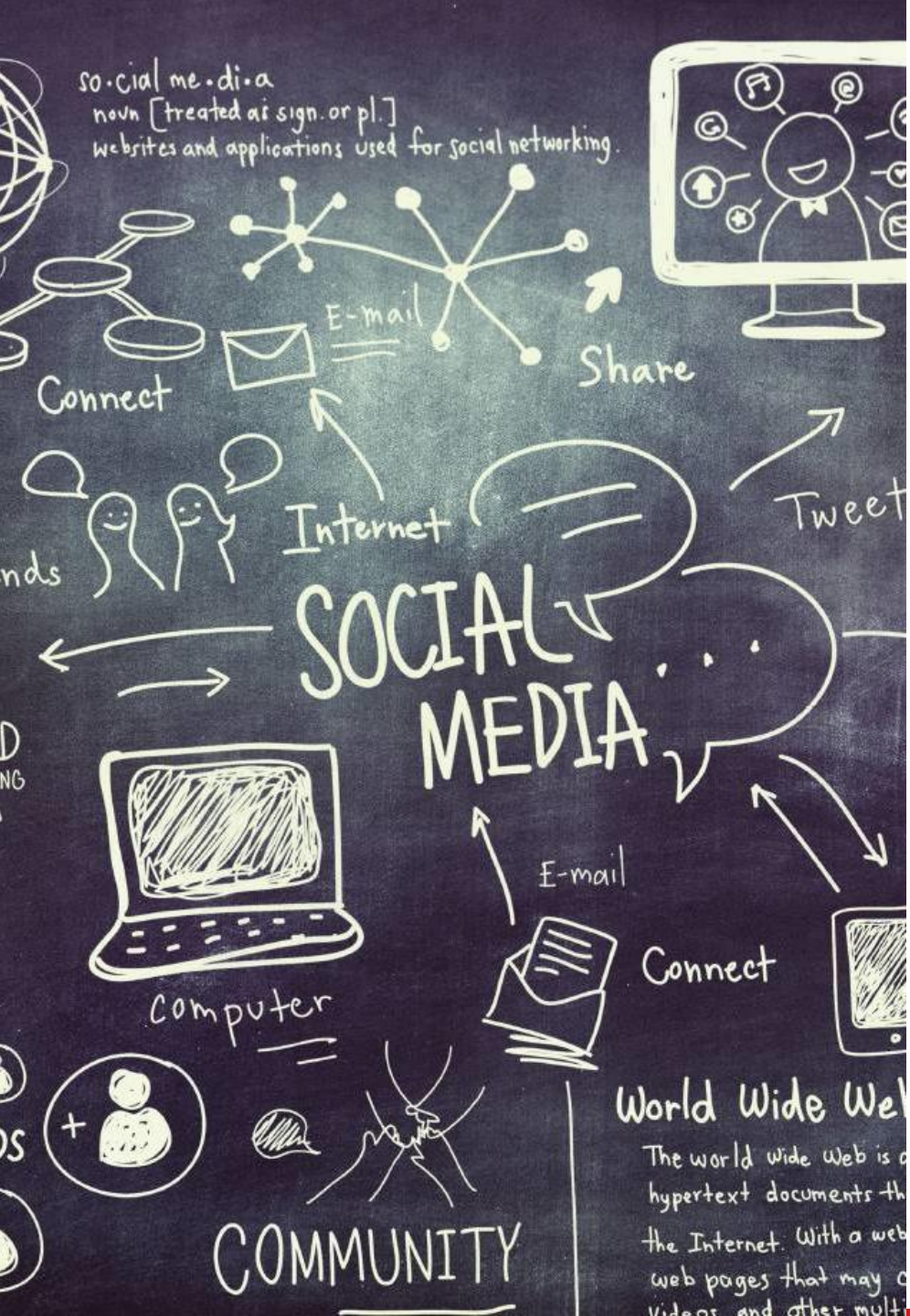
Vincent Rajkumar @VincentRK
AQUILA trial for high risk smoldering myeloma published in @NEJM today.
@thanosdimop
Personally for me, it is a huge milestone along 25 years of work that started in 1998. #ASH24 #ASH24VR
This story below may help those interested in a clinical trialist career.
1/

Al-Ola A Abdallah MD (USMIRC) @Abdallah81MD
🚩🚩 AQUILA randomized trial in high risk smoldering myeloma #ASH24
Daratumumab significantly prolongs time to active myeloma and overall survival.
This could represent a significant shift in treatment for plasma cell disorders! Well done, @VincentRK!

Samer Al Hadidi, MD, MS, FACP @HadidiSamer
#ASH24 #mmsm
It is expected that more than 800,000 people are diagnosed with smoldering myeloma in the US and at least a sizable proportion will have "high risk" definition (according to how you will define this)
Dara is expensive and the treatment is prolonged for 3 years
This is the most scary for me since I see pts started in treatment for smoldering with low/intermediate risk or even MGUS- there are cost implications that may be different than when we do cancer care
1:27 AM · Dec 12, 2024 · 1,143 Views

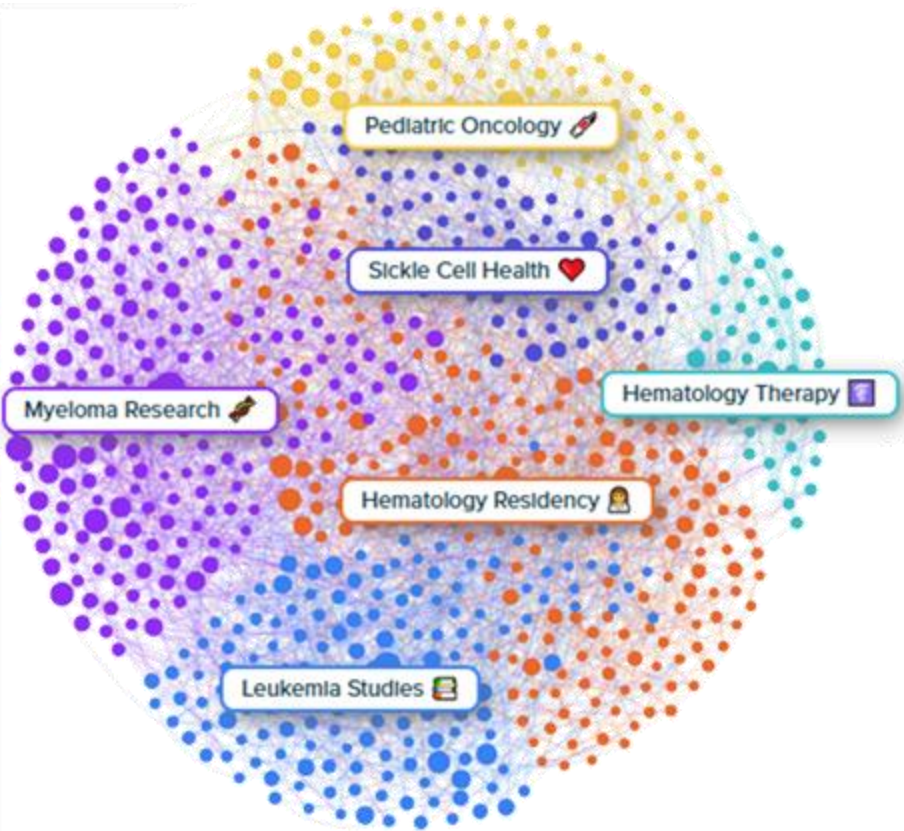
Phari @Phari · Dec 12, 2024
Beautiful analysis and deep dive Samer! The non progression deaths; relative lack of Dara at PD in controls are important to acknowledge. The worry is the generalization of the data to all SMM once approved for the HR SMM indication.

Rahul Banerjee, MD, FACP @RahulBanerjeeMD
Out in @NEJM as @thanosdimop is speaking!!
🚩 Most important #ASH24 abstract in #MMsm: AQUILA study demonstrating OS benefit with dara x3 years in high-risk SMM.
Monthly dara now can prevent Dara quad & ASCT later? Will be worth it in some patients!



Digital opinions leaders snapshot

HCPs clusters



HCPs clusters summaries

Hematology Residency

Cluster size: 25.6%

Distinctive bio keywords:

- heme onc fellow 9%
- research fellow 7%
- aspiring 6%

Distinctive affinities:

Dr Joseph McCollom DO

ASCO TECAG

Zunairah Shah

Top hashtags:

- #galaxyai
- #stop
- #galaxyunpacked

Top characteristics:

Age	25-34	55.69%
Gender	Male	65.94%
Countries	United States of America	70.77%
Interests	Medicine	54.95%

Myeloma Research

Cluster size: 23.53%

Distinctive bio keywords:

- myeloma 26%
- cellular 8%
- multiple 7%

Distinctive affinities:

nizar jacques bahlis

Jonathan Kaufman, MD

Suzanne Lentzsch, MD, PhD

Top hashtags:

- #wweonnetflix
- #wveraw
- #tapout

Top characteristics:

Age	25-34	51.29%
Gender	Male	66.23%
Countries	United States of America	56.86%
Interests	Disease	69.52%

Leukemia Studies

Cluster size: 19.98%

Distinctive bio keywords:

- leukemia 20%
- mds 10%
- aml 8%

Distinctive affinities:

Uli Steidl

Jennifer Trowbridge...

Iannis Aifantis

Top hashtags:

- #wweonnetflix
- #wveraw
- #tapout

Top characteristics:

Age	25-34	51.56%
Gender	Male	55.56%
Countries	United States of America	65.31%
Interests	Science	72.55%

Top digital influencers during ASH 2024: While Dr. Banerjee scored the highest in term of influencer score due to prolific posting and engagement, Dr. Rajkumar exert a significant influence over the network of HCPs posting online during ASH 2024.



Samer Al Hadidi, MD, MS, FACP

Influencer score*: **63**

X handle: @HadidiSamer

Title: asst. Pr. at UAMS myeloma center

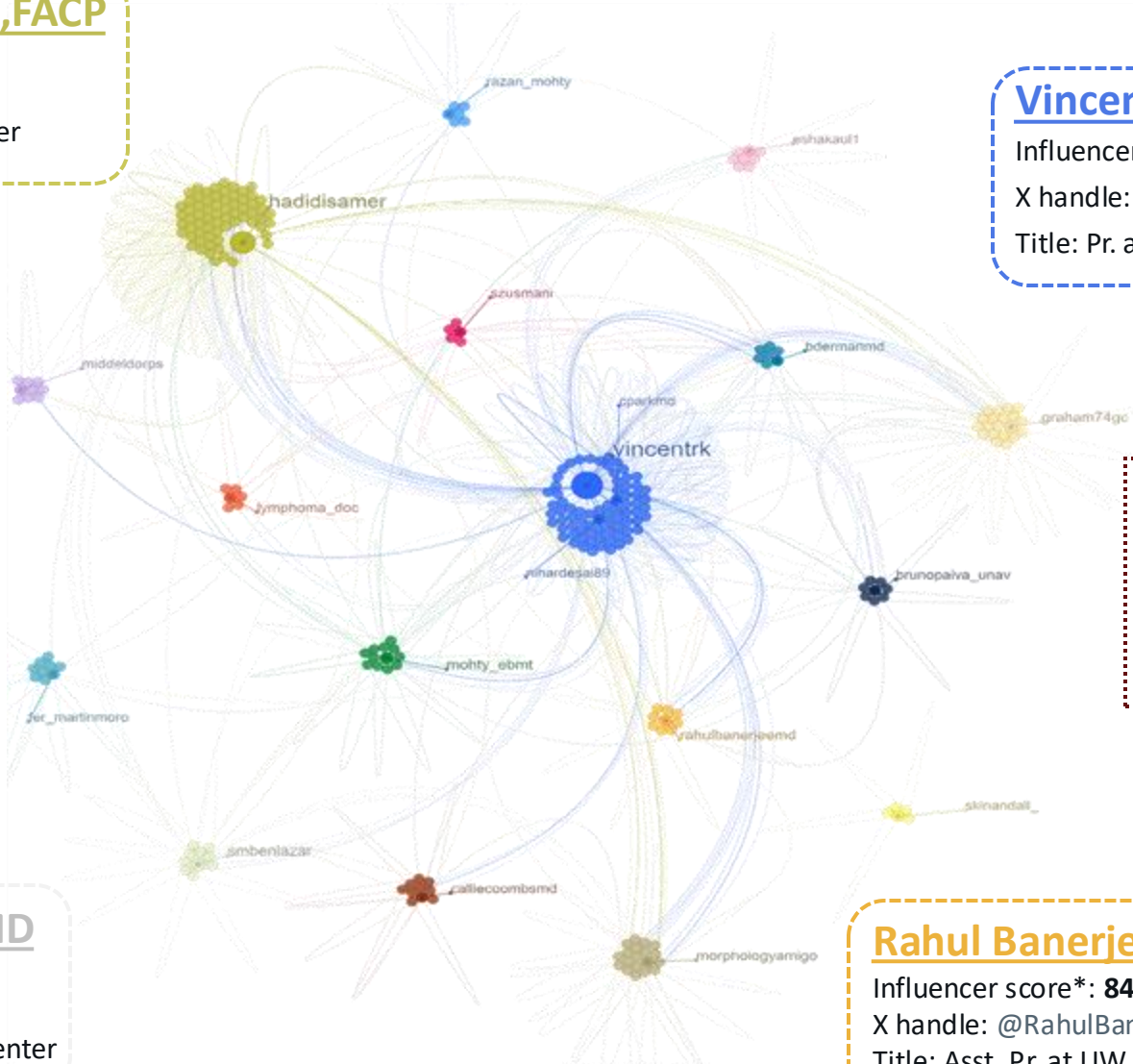


Mohamad Mohty

Influencer score*: **62**

X handle: @Mohty_EBMT

Title: Pr. at Faculté de Santé
Sorbonne Université



Vincent Rajkumar

Influencer score*: **64**

X handle: @VincentRK

Title: Pr. at Mayo clinic



*This APLUSA proprietary influencer score is generated by normalizing different data: volume of posts around the congress, reach generated from posts around the congress, retweets, and replies, to obtain a view of HCPs that both generated and drove engagement during the congress. The normalized data obtained is further refined by applying a weight to each criterion to form a final score on a scale of 0 to 100. 100 being the most beneficial score.



Naveen Pemmaraju, MD

Influencer score*: **53**

X handle: @doctorpemmm

Title: Pr. at MD Anderson cancer center

Rahul Banerjee, MD, FACP

Influencer score*: **84**

X handle: @RahulBanerjeeMD

Title: Asst. Pr. at UW medicine



Social media listening can provide **additional insights and depth** into a variety of different work such as:

- Understanding the **dynamics and** areas of **priority** associated with different types **of conference attendees**: clinicians vs nurse practitioners vs industry professional's vs patients and patient advocacy groups
- **Voice of the patient** – do you know what's important to specific groups of patients with certain types of disease? What most concerns them?
- **Corporate reputation** – what's your public persona? **How are you perceived** by HCPs, by the general public, and by different groups of patients?
- **DOL and KOL identification** - Digital Opinion Leaders and Key Opinion Leaders : do you know who they are? Who are driving conversations online and offline around your topic of interest? Who to connect with to support your promotional activities?
- What **market trends or world events** might be **impacting your business** and the timely treatment of patients?
- **Future disrupters to your business**. Listening to what's being discussed and what individuals are excited about not only helps you keep your finger on the pulse but can often also **spark ideas for the future**. Alternatively, it can also help you plan a **competitive positioning** and preparedness platform as you start to **anticipate** what various **industry disrupters** could look like and what different forms they could take



For more information about APLUSA's work in social media listening, malignant or non-malignant hematological diseases, please email contact@aplusaresearch.com

**For more information contact us at:
contact@aplusaresearch.com**



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